FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00034429-A **Type of Permit:** FILMING **Release Date:** 12/08/2010

Production Company HELLO & CO

Insured Company Name HELLO!

Contact Phone No. 1 323-465-9494
Contact Phone No. 2
Fax 323-465-4203
Address 1641 N IVAR AVE
LOS ANGELES, California 90028

Production Title GENERAL MILLS

Type of Production Commercial - Standard

Producer Jeffery McDougal

Director Dim Bryere

1st AD Ed Nicholos

Production Manager Andrew Travelstead

FilmL.A. Coordinator Daniel Alvarez

Location Manager Adam Butt
Primary Phone Office - 310-892-9466
Secondary Phone Office - 323-465-9494

Location Assistant na na
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Notification Charge	$155.00
FILMLA FILM PERMIT RIDER FEE	$100.00
FILMLA MONITOR FEES	$240.00

Total Permit Fee $495.00

Number of Locations 2

NOT A PERMIT

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Summary Information — Location

Permit Number F00034429-A
Production Company HELLO & CO
Insured Company HELLO!
Production Title GENERAL MILLS

Location Manager Adam Butt
Primary Phone Office - 310-892-9466
Secondary Phone Office - 323-465-9494

Location Address 4522 Stansbury Ave, Sherman Oaks, CA, 91423

Location Type Private Residence

Film Dates 12/8/2010 - 12/8/2010 11:00 - 17:30

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cube Trucks	1
Generator	1
Vans	1

Personnel on Location

Type	Quantity
Cast	1
Crew	15

Filming Activities talent riding bicycle on sidwalk, camera on sidewalk and across street;

Coordinator Note FILMLA MONITOR REQUIRED ON 12/8 FROM 10AM AM TO 6PM

Coordinator Note RIDER A RELEASES LOCATION

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : LAUSD Property

NO PERMIT

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Summary Information — Location

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Insured Company HELLO!
Production Title GENERAL MILLS

Location Manager Adam Butt
Primary Phone Office - 310-892-9466
Secondary Phone Office - 323-465-9494

Location Address 4526 Stansbury Ave, Sherman Oaks, CA, 91423

Location Type Private Residence

Film Dates 12/8/2010 - 12/8/2010 11:00 - 18:00

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
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